

Jing (Kristen) Zhang

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Education

University of North Carolina at Charlotte

Charlotte, NC

MA in Communication Studies

Aug 2022 – Present

Advisor: Min Jiang

Committee Member: Min Jiang, Bianca Reisdorf, Erin Basinger. *GPA: 4.00.*

Relevant Coursework: Communication Theory, Professional Seminar in Communication, Public Relations Theory, Communication Research Methods, Technology and Criminal Justice, Organizational Communication: Change, Conflict, and Crisis, Independent Study, Advanced Statistics (PhD Level), Media Technology: Form, Feeling, Force, Text Mining and Info Retrieval (In Progress).

Fudan University

Shanghai, China

BA in Communication

Sept 2016 – Jun 2021

Advisor: Baohua Zhou. *GPA: 3.60. Major GPA: 3.81.*

Minor in Economics.

Communication Relevant Coursework: Communication Research Methods (A), Academic Writing (A), Data Analysis and Visualization (A).

The University of Sydney

Sydney, Australia

Non-degree Exchange Program

Feb 2019 – Jul 2019

Relevant Coursework: Communication and Social Change in China (High Distinction).

Peking University

Beijing, China

Summer Program: Social Science and Research Training Jul 2020 – Aug 2020

Coursework: Principles of Applied Statistics for Social Sciences, Structural Equation Models, Stata and its Applications.

Research Interests

Communication Technology and Society, Social Media and Public Opinion, Media Platform and Industry, Technology Use and Risk, Crisis Management.

Publications

[1]**Zhang, J.**, Liu, R. (2023). Why do Chinese people consume video game live streaming on the platform? An exploratory study linking affordance-based gratifications, user identification, and user engagement. *Telematics and Informatics*.[\[doi\]](#)

[6] **Zhang, J., Zhang, D., Curry, A. (Accepted). Lower Status, More Pessimism? Examining public emotions and sentiments in neighborhood crime and safety discussions on Nextdoor.**

Paper will be presented at the 2024 annual conference of the International Association (74th ICA), Gold Coast, Australia.

[5]**Zhang, J. (Nov 2023). Tech and ties in a collective way: Examining the intersection of technology use and social relations on self-organization in community group buying during Shanghai's pandemic lockdown.**[\[pdf\]](#)

Paper presented at the 2023 annual conference of the National Communication Association (109th NCA), National Harbor, Maryland.

- Jing Zhang was the presenter.[\[slide\]](#)

[4]**Zhang, J., Liu, R. (Jun 2023). Why and how do people consume video game live streaming on the platform? An exploratory study linking affordance-based gratification to user engagement.**[\[pdf\]](#)

Paper presented at the 2023 annual conference of the International Association for Media and Communication Research (IAMCR), OCP, online. The Division of Digital Audiences.

- Jing Zhang was the presenter. [\[slide\]](#)

[3]Hatfield, H. R., Hao, H., **Zhang, J.**, Klein, M. S., Fu, Y., Kim, J., Lee, J., Ahn, S. J. (May 2023). **Composition of and collaboration among communication scholars in twenty years of ICA journals (2000-2022).**[\[pdf\]](#)

Paper presented at the 2023 annual conference of the International Communication Association (73rd ICA), Toronto, Canada. The Division of Computational Methods.

[2]**Zhang, J., Liu, R., Cui, D., Wu, F. (Jul 2022). Under what circumstances will people seek scientific information? A structural equation model of communication factors, AI risk-benefit perception and information seeking in China.**[\[pdf\]](#)

Paper presented at the 2022 annual conference of the International Association for Media and Communication Research (IAMCR), online, Beijing, China. The Division of Environment, Science and Risk Communication.

- Jing Zhang was the presenter. [\[slide\]](#).

[1]**Zhang, J.(Oct 2020). News-find-me perception and news consumption behavior in an algorithmic environment: an empirical study on algorithmic involvement in China.**[\[pdf\]](#)

Paper presented at the 2020 International Communication Association (ICA) – Post Conference: International New Media Forum, Shanghai, China.

- This paper won one of the seven Top Student Paper Awards of the conference.
- Jing Zhang was the presenter. [\[slide\]](#)

Manuscripts Under Review

[1] Hatfield, H. R., Hao, H., Klein, M. S., **Zhang, J.**, Fu, Y., Kim, J., Lee, J., Ahn, S. J. (Second-round Review). **Addressing whiteness in communication scholar composition and collaboration across seven decades of ICA journals (1951-2022).** *Journal of Communication*.

*This manuscript is an extended version of the ICA 2023 conference paper *Composition of and collaboration among communication scholars in twenty years of ICA journals (2000-2022)*.

Research Experience

Global Media and Internet Concentration. *Research Assistant*

Advisor: Professor Min Jiang (University of North Carolina at Charlotte)

Aug 2022 – Present

- A comprehensive data collection of the key players' revenue from 2000 to 2022 in 31 distinctive media sectors in China.
- Wrote reports and empirical studies on media ownership in various divisions of the Chinese media industry.
- Will present at ICA 2024 on the workshop of data collection in media ownership research in Global South.

A national survey on fans practice, network connectedness and social participation of teenagers in Gen Z. *Research Assistant*

Advisor: Professor Fang Wu (Shanghai Jiaotong University)

Jan 2020 – Mar 2020

- Questionnaire design to investigate the online political discussion and charitable behavior of fan communities in China during the COVID-19 pandemic.
- Obtained a sample size of over 1000 individuals through strategic distribution and promotion of the questionnaire on popular social media platforms utilized by the target population.

Teaching Experience

Department of Communication Studies, University of North Carolina at Charlotte, Charlotte, NC, USA

Teaching Assistant

- *COMM 2100: Introduction to Communication Theory (Fall 2023 & Spring 2024)*, Professor Sayde Brais., 212 students (125 in Fall 2023 and 87 in Spring 2024).
- Held discussion sessions for all students twice a week, and create a tutorial website on comm theory to provide notes and slides. [\[link\]](#)
- *COMM 3100: Communication Research Methods (Spring 2023)*, Professor Brandy Stamper, 78 students.
- *COMM 1101: Public Speaking (Fall 2022)*, Professor Brandy Stamper, 22 students.

Journalism School, Fudan University, Shanghai, China

Teaching Assistant

• *JOUR 120008: Introduction to Journalism (Spring 2020)*, Professor Di Cui, 75 students.

Media Practice

Plastic Bridge Love Podcast Host

Xiaoyuzhou Platform

A culture-related Chinese podcast covering new trends Nov 2021 – Present

- Presented on a diverse range of topics, including but not limited to dating applications, language learning, Shanghai lockdown, book reviews, women's health, and transgender studies.
- Hosted numerous guest speakers, including scholars and freelancers, to share their research and personal experiences with the audience.

People's Network Shanghai Channel News Editor

Shanghai, China

Journalist and News Editor

Summer 2018

- Published 15 news articles on various topics, including the 40th anniversary of China's opening up, the preservation of historic restaurants in Shanghai, and other relevant issues.

Academic Service
and Leadership

Panelist

Panel: Centering Student Mental Health as a Communicative Process and Project: Experiences with Student-Centered Learning in Graduate Education.

Teaching Panel at the 2023 Annual Conference of the Carolina Communication Association (CCA)

Sept 2023

- Presented with Prof. Stephanie Norander from University of North Carolina at Charlotte on the topic of mental health and pedagogy during graduate study.

Conference Reviews

Paper reviewer at AEJMC 2020, ICA 2024.

Volunteer Experience

Student Volunteer at NCA 2023.

College and Department

Treasurer, the Communication Studies Graduate Student Association (University of North Carolina at Charlotte)

Jul 2023 –

Present

Grants

Travel Grants

2023 Merit Scholarship (University of North Carolina at Charlotte) \$1500

2023 GPSG Graduate Student Travel Expenses (University of North Carolina at Charlotte) \$500

2023 NCA Student Caucus Travel Grant \$200

Honors and Scholarships

Academic Awards

2020 Top Student Paper at 2020 ICA-Post Conference: International New Media Forum

Other Honors and Awards

2022-2023 Graduate School Grant (University of North Carolina at Charlotte) \$6000

2022-2024 Graduate Assistantship (University of North Carolina at Charlotte)

2020 Outstanding Graduate Scholarship (Fudan University) 3000CNY

2018 Fudan Excellent Student (Fudan University)

2017,2018 National Encouragement Scholarship (Ministry of Education in China) 5000CNY

2017,2018 Outstanding Student Scholarship (Fudan University) 3000CNY

Skills

Research Skills

Research Design: Experiments, Surveys, Content Analysis, Design Interview Guides and Focus Group Scripts.

Quantitative Analysis Methods: Regressions, ANOVA Analysis, Factor Analysis, Structural Equation Model (SEM).

Qualitative Methods: Interviews, Focus Groups, Ethnography, Case Study.

Computational Methods: Data extraction from API, Text Mining, Sentiment Analysis, Topic Model with LDA.

Programming

Statistical Analysis: SPSS, AMOS, STATA, R Studio.

Others: LaTeX, Python.

Courses taken: Python for Everybody Specialization (Coursera), Applied Text Mining in Python (Coursera).

Other Interests

Reading, Photography, Movies, etc.